

# Petco Custom Frame Made Fast & EASY In **PAW**tucket!



## The Opportunity

Charged with opening their Reddy Soho new flagship store, a dedicated retail environment for their proprietary lifestyle brand for dogs, Petco appointed Rose Displays Signware™ Specialist to bring their perimeter wall visual communications idea to life. Working in collaboration with Petco's project stakeholders, we customized a frame solution, with integrated Rose quality products that fit seamlessly into the flagship store concept.

# The Solution

To deliver the desired aesthetics of Petco's frame system, Rose Displays leveraged the idea behind our Natural Elements Collection. This collection brings together the craftsmanship of nature wood or wood laminates with the quality and simplicity of our easy-to-use signware™ systems. Our off the shelf 2-Sided FabriWare SEG fabric frame combined with a customized Baltic Birch wood surround provided the ideal soft profile Petco was looking to achieve. Furthermore, we needed to address the functional support requirements for the various frame sizes. Our multi-material fixture division, Visual Creations, developed a custom base solution that allows the various frames to be easily displayed in multiple configurations.

“Petco is a health and wellness company focused on improving the lives of pets and pet owners. It is involved in the retailing of pet consumables, supplies, and companion animals and services.”

- Petco



## The Benefit

Petco had an idea and Rose Displays team brought the 30 custom frame and fabric graphic kit from a visionary idea to in-store within a nine-day period. Understanding the need for intentional custom signware™ solutions, our multi-material manufacturing capabilities delivered the unique brand engagements Petco was looking for – making their Reddy Soho visual messages and graphics look their absolute best.

**We make retail PAWS-ible!**

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